ABSTRACT

Community ratings are determined for users of an electronic marketplace. In a typical configuration, the community rating of an individual reflect the individual's reputation in the electronic community (e.g. feedback rating) as well as the reputations of

5   the users the individual sponsors and the reputations of each user they sponsor, and so on. Various methodologies are provided for determining a community rating, such as aggregating feedback ratings, or weighting or thresholding these feedback ratings.